



## SERVICES OF THE CONWAY CHAMBER OF COMMERCE

The Conway Chamber of Commerce serves as an avenue by which to promote your business and network with other local businessmen and women. We offer a number of services that can be utilized to save you time and money when it comes to growing your customer base. We are here to service you. If you have a business need or request that is not listed below, please feel free to give us a call. We welcome your input.

- We serve as your local **advertising and public relations office**. We distribute press releases to local, regional or national media, and our emails to our membership on your behalf. Our press releases are valued at \$500 because we craft them, distribute them to the media and follow up with selected media contacts. We also provide a number of advertising and sponsorship opportunities that specifically target visitors to our community. We open up our lobby to our entire membership and encourage the display of brochures, business cards, menus, etc.
- We coordinate **grand openings, ribbon cuttings and groundbreakings** for you. We notify the media, local dignitaries, as well as our entire membership on your behalf.
- The Chamber houses vital **reference materials and statistical data** that are accessible to our entire membership at no charge. We serve as a cooperative office of the U.S. Department of Commerce, city directory library, small business resource center, and we have on-hand area maps.
- All of our members are provided with a free business listing on our **Chamber web site**, [www.conwayschamber.com](http://www.conwayschamber.com), as well as a complimentary member link.
- We distribute a **quarterly newsletter, The Conway Riverscene**, to an average of 600 members, which represents over 950 employees. As a Chamber member, you are given opportunities to advertise in or sponsor an edition. We also offer the Chamber Member News section in each newsletter where we insert your news and updates at your request.
- Accommodation and dining members are listed in our **Accommodations and Dining Guides**, which are distributed to our Chamber's visitors, as well as visitors to Coastal Carolina University, Horry-Georgetown Technical College, the Horry County Museum, and Conway's Theatre of the Republic. We work to keep our guests apprised of Conway's unique dining venues and overnight facilities.

- We partner each year with the Horry Independent to develop our **Information Please guides**, a newcomer's guide that serves as our **membership directory**. Members are provided with a complimentary categorical listing and are encouraged to advertise in this publication, as it is distributed to over 30,000 visitors to our area on an annual basis. It is also distributed throughout our membership, so advertisements automatically market to over 11,000 Conway residents and local business owners.
- For your convenience, the Chamber offers **Notary Public** services at no charge, an estimated \$20 value.
- All members receive invitations to a year of **Business After Hours membership mixers**. This setting provides the opportunity to connect with potential customers, vendors, and referral sources. This benefit is valued at approximately \$240, based on the cost of refreshments and hors d'oeuvres for people for 12 months. Our members are also offered the opportunity to sponsor Business After Hours so to showcase their business location, products and/or services.
- We offer **member-to-member business seminars, as well as quarterly informational meetings**. All members are encouraged to attend and walk away with valuable information from fellow members at no charge. A benefit valued at approximately \$25 per seminar.

Through a partnership with **BusinessTrainingTeam.com**, we also offer member access to **Conway Chamber Academy** online. This online portal provides local business owners and employees access to an array of training courses. More than 60 courses are available at any time for little or no cost, seven days a week. Conway Chamber of Commerce members will receive a 15% discount when signing up for the online training program through the academy's website. All training through BusinessTrainingTeam.com is available for a monthly fee of \$47, \$117 for three months or \$347 annually. The Chamber discount applies as long as Conway Chamber members remain active.

- For a minimal fee, we will set up our **Chamber member mailing list** on disc or in label format for your use. These services target markets to over 950 business people and their employees.
- The Chamber coordinates, manages and promotes a number of annual **community festivals, programs and parades**, which provide our members with opportunities to give back to the Conway community. We currently sponsor 'Riverfest, the Conway Christmas Parade, Youth Leadership, Leadership Conway, and Salute To Education.
- Members of the Chamber are encouraged to take part in our **Member's Blog**. Please notify our Membership Coordinator Kelly Long if you'd like to extend a special offer or promote an event to your fellow Chamber members. Blog address is [www.blog.conwayscchamber.com](http://www.blog.conwayscchamber.com).

- We coordinate quarterly ***New Member Receptions*** so that new Chamber members can be familiarized with the Chamber office, staff and the services they provide.
- Our ***Ambassadors Program*** offers our Chamber members an opportunity to meet new business contacts while promoting the image of the Conway Chamber and encouraging members to take advantage of Chamber benefits and services to promote their business.
- All Chamber members have ***access to our Executive Conference Room*** with a drop down screen in our beautiful building. The average cost for local conference space for a company retreat, deposition, management meeting, etc. is \$300; ours is free with membership.
- All members are encouraged to develop leads and build relationships while ***servicing on our Chamber's committees***. Committees offer you the opportunity to network in a smaller setting while improving the overall business climate of Conway.
- As a Chamber member, you are entitled to ***discounted medical insurance*** through our partnership with Blue Cross Blue Shield of South Carolina.
- As a Chamber member, ***your business is listed in our database***, which means increased referrals for you.
- ***Deduct 90% of your Chamber investment*** as an ordinary business expense.